



News Release

UNITED STATES AIR FORCE

437th AIRLIFT WING PUBLIC AFFAIRS OFFICE

102 East Hill Blvd., Rm. 223, Charleston AFB, S.C. 29404-5154
Phone: (843) 963-5608, 5588 or 5589 Fax (843) 963-5604

PAO email: edmund.memi@charleston.af.mil

After duty hours, call the base operator or
command post (963-2531) & ask for a PA rep

Release No. 07-07

July 16, 2001

ATWIND GROWS IN POPULARITY

CHARLESTON AIR FORCE BASE, S.C. – Around The World In Ninety Days, or ATWIND, is quickly turning into the most popular military summer promotion ever.

“This may be bold statement, but it’s easily backed up,” said Col. Terry Meyer, director of Air Mobility Command Services.

“Less than six-weeks into our 12-week promotion, ATWIND has posted some incredible statistics. There have been over 288,000 game pieces registered, over 140,000 Web visits and over 21,500 calls to our toll-free ATWIND hotline! The statistic most folks are impressed with is that we have awarded over 4,800 prizes, and will award over 11,000 prizes during the ATWIND program,” said Meyer.

Some of the larger prize winners so far include two \$500 cash winners, Staff Sgt. Heather Best from Grand Forks AFB, N.D., Staff Sgt. Jimmy Gaffney from Andrews AFB, Md. And R.C. Brewer from MacDill AFB, Fla., won a 36” color TV. Airman Scott Wilson from Scott AFB won a \$1,000 travel voucher.

Being a big ATWINNER certainly took Wilson by surprise. “I really wasn’t expecting to win anything, I was playing the game pieces to help our base win \$30,000.”

The \$30,000 Wilson referred to is part of the \$100,000 in cash incentive awards being given to bases achieving their ATWIND missions. In AMC, bases are attempting to increase their overall player participation by five percent above last year's total. Each base doing so will receive \$5,000. The three bases which most exceed their percentage goal will receive an additional \$25,000, \$10,000 and \$5,000 respectively.

Less than half way through this summer promotion, ATWIND has more than 40,000 registered players. Active duty, reservists, family members, civilian employees and Guardsmen on AMC bases are eligible to play, as well as those assigned to squadrons in the en route system.

Individual prizes range from promotional T-shirts and services' gift certificates to three brand new 2001 Ford Motor Company vehicles. Three grand prize winners will get their choice of a Ford Ranger, Ford Escort or Ford Escape. There are a variety of larger prizes mixed into the prize pool. All ATWIND prizewinners are randomly selected.

ATWIND is a virtual adventure around the world. The individual player's "mission" is to travel from one landmark destination to another. Players earn travel miles every time they participate in an ATWIND event. The more a player participates, the more game pieces are earned. The more game pieces earned, the farther the player travels around the world. The farther the player travels, the bigger the opportunity to win.

The overall goal of the ATWIND promotion is to increase awareness and participation in programs, services and activities. This year, Air Force Space Command has joined with Air Mobility Command in ATWIND. Both commands feature separate prize pools and each features \$100,000 in cash incentive awards for their bases.

(For more information or to set up an interview, contact Master Sgt. Daniel Murphy at 963-5582 or Staff Sgt. Pamela Smith at 963-5589)